

ABSTRACT OF THE DISCLOSURE

A digital rights management (DRM) method is negotiated prior to initiating delivery of a DRM encoded content item over a digital network between a client and a target server. The client identifies a link to the target server for accessing the DRM encoded content item. The client initiates a network session with the target server. The client sends an offer message to the target server containing a list of at least one supported DRM method. The target server sends an answer message to the client containing a corresponding list 1) indicating whether each DRM method listed in the offer message is supported by the target server, and 2) providing a network address of a DRM license server for each supported DRM method. The client selects a supported DRM method. The client obtains a DRM license using the network address listed for the selected DRM method. The target server delivers the DRM encoded content item to the client using the selected DRM method.